ICPSR | INTER-UNIVERSITY CONSORTIUM FOR POLITICAL AND SOCIAL RESEARCH

ICPSR 22720

Introduction of Television to the United States Media Market, 1946-1960

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TV Station Diffusion by DMA, 1946-1960

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Data Completeness Report

Notes: (1) Variables are individually listed only if they have greater than 5% missing data. These variables are listed under the appropriate percentage category in the order in which they appear in the data file. (2) The Data Completeness Report only captures information about system missing or other values that are declared missing. Codes that have a label implying that they are missing but that are not declared missing values are not reflected in this report. Data users should consult the codebook for more specific information about missing values. (3) Some variables that have 100% missing data may have been blanked by ICPSR to protect respondent confidentiality. Data users should consult the codebook for more specific information about blanked variables. (4) Data do not contain skip patterns or skip patterns are not reflected in the data as coded.

Table 1: Distribution of Variables by Percentage of Missing Values--TV station diffusion by DMA, 1946-1960

Variable Name and Label (Total Cases = 218)		Percent of Cases with Missing Values
100.0% (5 of 5 variables)	have 0% Missing Values	
0.0% (0 of 5 variables)	have 0% - 1% Missing Values	
0.0% (0 of 5 variables)	have 1% - 3% Missing Values	
0.0% (0 of 5 variables)	have 3% - 5% Missing Values	
0.0% (0 of 5 variables)	have 5% - 10% Missing Values	
0.0% (0 of 5 variables)	have 10% - 20% Missing Values	
0.0% (0 of 5 variables)	have 20% - 40% Missing Values	
0.0% (0 of 5 variables)	have 40% - 99% Missing Values	
0.0% (0 of 5 variables)	have 100% missing values	

Codebook for ICPSR 22720

Introduction of TV to US Media Market, 1946-1960, TV station diffusion by DMA, 1946-1960

Dataset 1: TV station diffusion by DMA, 1946-1960

DMAINDEX **2003 DMA rank**

Location: 1-3 (width: 3; decimal: 0)

Variable Type: numeric (ISO)

Interval: discrete

Value	*Frequency*	*%*	*Valid %*
1	2	0.9 %	0.9%
2	1	0.5 %	0.5%
3	1	0.5 %	0.5%
4	1	0.5 %	0.5%
5	1	0.5 %	0.5%
6	1	0.5 %	0.5%
7	1	0.5 %	0.5%
8	1	0.5 %	0.5%
9	1	0.5 %	0.5%
10	1	0.5 %	0.5%
11	1	0.5 %	0.5%
12	1	0.5 %	0.5%
13	1	0.5 %	0.5%
14	1	0.5 %	0.5%
15	1	0.5 %	0.5%
16	1	0.5 %	0.5%
17	1	0.5 %	0.5%
18	1	0.5 %	0.5%
19	1	0.5 %	0.5%
20	1	0.5 %	0.5%
21	1	0.5 %	0.5%
22	1	0.5 %	0.5%
23	1	0.5 %	0.5%
24	1	0.5 %	0.5%
25	1	0.5 %	0.5%
26	1	0.5 %	0.5%
27	1	0.5 %	0.5%
28	1	0.5 %	0.5%
29	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
30	1	0.5 %	0.5%
31	1	0.5 %	0.5%
32	1	0.5 %	0.5%
33	1	0.5 %	0.5%
34	1	0.5 %	0.5%
35	1	0.5 %	0.5%
36	1	0.5 %	0.5%
37	1	0.5 %	0.5%
38	1	0.5 %	0.5%
39	1	0.5 %	0.5%
40	2	0.9 %	0.9%
41	1	0.5 %	0.5%
42	1	0.5 %	0.5%
43	1	0.5 %	0.5%
44	1	0.5 %	0.5%
45	1	0.5 %	0.5%
46	1	0.5 %	0.5%
47	1	0.5 %	0.5%
48	1	0.5 %	0.5%
49	1	0.5 %	0.5%
50	1	0.5 %	0.5%
51	1	0.5 %	0.5%
52	1	0.5 %	0.5%
53	1	0.5 %	0.5%
54	1	0.5 %	0.5%
55	1	0.5 %	0.5%
56	1	0.5 %	0.5%
57	1	0.5 %	0.5%
58	1	0.5 %	0.5%
59	1	0.5 %	0.5%
60	1	0.5 %	0.5%
61	1	0.5 %	0.5%
62	1	0.5 %	0.5%
63	2	0.9 %	0.9%
64	1	0.5 %	0.5%
65	1	0.5 %	0.5%
66	1	0.5 %	0.5%
67	1	0.5 %	0.5%
68	1	0.5 %	0.5%
69	1	0.5 %	0.5%
70	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
71	1	0.5 %	0.5%
72	1	0.5 %	0.5%
73	1	0.5 %	0.5%
74	1	0.5 %	0.5%
75	1	0.5 %	0.5%
76	1	0.5 %	0.5%
77	1	0.5 %	0.5%
78	1	0.5 %	0.5%
79	1	0.5 %	0.5%
80	1	0.5 %	0.5%
81	2	0.9 %	0.9%
82	1	0.5 %	0.5%
83	1	0.5 %	0.5%
84	1	0.5 %	0.5%
85	1	0.5 %	0.5%
86	1	0.5 %	0.5%
87	1	0.5 %	0.5%
88	1	0.5 %	0.5%
89	1	0.5 %	0.5%
90	1	0.5 %	0.5%
91	1	0.5 %	0.5%
92	1	0.5 %	0.5%
93	1	0.5 %	0.5%
94	1	0.5 %	0.5%
95	1	0.5 %	0.5%
96	1	0.5 %	0.5%
97	1	0.5 %	0.5%
98	1	0.5 %	0.5%
99	1	0.5 %	0.5%
100	1	0.5 %	0.5%
101	1	0.5 %	0.5%
102	1	0.5 %	0.5%
103	1	0.5 %	0.5%
104	1	0.5 %	0.5%
105	1	0.5 %	0.5%
106	1	0.5 %	0.5%
107	1	0.5 %	0.5%
108	1	0.5 %	0.5%
109	1	0.5 %	0.5%
110	1	0.5 %	0.5%
111	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
112	1	0.5 %	0.5%
113	1	0.5 %	0.5%
114	1	0.5 %	0.5%
115	1	0.5 %	0.5%
116	1	0.5 %	0.5%
117	1	0.5 %	0.5%
118	1	0.5 %	0.5%
119	1	0.5 %	0.5%
120	1	0.5 %	0.5%
121	1	0.5 %	0.5%
122	1	0.5 %	0.5%
123	1	0.5 %	0.5%
124	1	0.5 %	0.5%
125	1	0.5 %	0.5%
126	1	0.5 %	0.5%
127	1	0.5 %	0.5%
128	1	0.5 %	0.5%
129	1	0.5 %	0.5%
130	1	0.5 %	0.5%
131	1	0.5 %	0.5%
132	1	0.5 %	0.5%
133	1	0.5 %	0.5%
134	1	0.5 %	0.5%
135	1	0.5 %	0.5%
136	1	0.5 %	0.5%
137	1	0.5 %	0.5%
138	1	0.5 %	0.5%
139	1	0.5 %	0.5%
140	1	0.5 %	0.5%
141	1	0.5 %	0.5%
142	1	0.5 %	0.5%
143	1	0.5 %	0.5%
144	1	0.5 %	0.5%
145	1	0.5 %	0.5%
146	1	0.5 %	0.5%
147	1	0.5 %	0.5%
148	1	0.5 %	0.5%
149	1	0.5 %	0.5%
150	1	0.5 %	0.5%
151	1	0.5 %	0.5%
152	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
153	1	0.5 %	0.5%
154	1	0.5 %	0.5%
155	1	0.5 %	0.5%
156	1	0.5 %	0.5%
157	1	0.5 %	0.5%
158	1	0.5 %	0.5%
159	1	0.5 %	0.5%
160	1	0.5 %	0.5%
161	1	0.5 %	0.5%
162	2	0.9 %	0.9%
163	1	0.5 %	0.5%
164	2	0.9 %	0.9%
165	1	0.5 %	0.5%
166	1	0.5 %	0.5%
167	1	0.5 %	0.5%
168	1	0.5 %	0.5%
169	1	0.5 %	0.5%
170	1	0.5 %	0.5%
171	1	0.5 %	0.5%
172	1	0.5 %	0.5%
173	1	0.5 %	0.5%
174	1	0.5 %	0.5%
175	1	0.5 %	0.5%
176	1	0.5 %	0.5%
177	1	0.5 %	0.5%
178	1	0.5 %	0.5%
179	1	0.5 %	0.5%
180	1	0.5 %	0.5%
181	1	0.5 %	0.5%
182	1	0.5 %	0.5%
183	1	0.5 %	0.5%
184	1	0.5 %	0.5%
185	1	0.5 %	0.5%
186	2	0.9 %	0.9%
187	1	0.5 %	0.5%
188	1	0.5 %	0.5%
189	1	0.5 %	0.5%
190	1	0.5 %	0.5%
191	1	0.5 %	0.5%
192	1	0.5 %	0.5%
193	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
194	1	0.5 %	0.5%
195	1	0.5 %	0.5%
196	1	0.5 %	0.5%
197	1	0.5 %	0.5%
198	1	0.5 %	0.5%
199	1	0.5 %	0.5%
200	1	0.5 %	0.5%
201	1	0.5 %	0.5%
202	1	0.5 %	0.5%
203	1	0.5 %	0.5%
204	1	0.5 %	0.5%
205	1	0.5 %	0.5%
206	1	0.5 %	0.5%
207	1	0.5 %	0.5%
208	2	0.9 %	0.9%
209	1	0.5 %	0.5%
210	1	0.5 %	0.5%

Valid	*Invalid*	*Min*	*Max*	*Mean*	*Median*	*Stdev*
218	0	1.00	210.00	105.78	105.50	61.21

DMA **DMA Name**

Location: 4-72 (width: 69; decimal: 0)

Variable Type: character (ISO)

Interval: discrete

Value	*Frequency*	*%*	*Valid %*
ABILENE (TX) - SWEETWATER (TX)	1	0.5 %	0.5%
ALBANY (GA)	1	0.5 %	0.5%
ALBANY (NY) - SCHENECTADY (NY) - TROY (NY)	1	0.5 %	0.5%
ALBUQUERQUE (NM) - SANTA FE (NM)	1	0.5 %	0.5%
ALEXANDRIA (LA)	1	0.5 %	0.5%
ALPENA (MI)	2	0.9 %	0.9%
AMARILLO (TX)	1	0.5 %	0.5%
ANCHORAGE (AK)	1	0.5 %	0.5%
ATLANTA (GA)	1	0.5 %	0.5%
AUGUSTA (GA)	1	0.5 %	0.5%
AUSTIN (TX)	1	0.5 %	0.5%
BAKERSFIELD (CA)	1	0.5 %	0.5%
BALTIMORE (MD)	1	0.5 %	0.5%
BANGOR (ME)	1	0.5 %	0.5%
BATON ROUGE (LA)	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
BEAUMONT (TX) - PORT ARTHUR (TX)	1	0.5 %	0.5%
BEND (OR)	1	0.5 %	0.5%
BILLINGS (MT)	1	0.5 %	0.5%
BILOXI (MS) - GULFPORT (MS)	1	0.5 %	0.5%
BINGHAMTON (NY)	1	0.5 %	0.5%
BIRMINGHAM (AL) - ANNISTON (AL) - TUSCALOOSA (AL)	2	0.9 %	0.9%
BLUEFIELD (WV) - BECKLEY (WV) - OAK HILL (WV)	1	0.5 %	0.5%
BOISE (ID)	1	0.5 %	0.5%
BOSTON (MA) - MANCHESTER (NH)	1	0.5 %	0.5%
BOWLING GREEN (KY)	1	0.5 %	0.5%
BUFFALO (NY)	1	0.5 %	0.5%
BURLINGTON (VT) - PLATTSBURGH (NY)	1	0.5 %	0.5%
BUTTE (MT) - BOZEMAN (MT)	1	0.5 %	0.5%
CASPER (WY) - RIVERTON (WY)	1	0.5 %	0.5%
CEDAR RAPIDS (IA) - WATERLOO (IA) - IOWA CITY (IA) - DUBUQUE (IA)	1	0.5 %	0.5%
CHAMPAIGN (IL) - SPRINGFIELD (IL) - DECATUR (IL)	1	0.5 %	0.5%
CHARLESTON (SC)	1	0.5 %	0.5%
CHARLESTON (WV) - HUNTINGTON (WV)	1	0.5 %	0.5%
CHARLOTTE (NC)	1	0.5 %	0.5%
CHARLOTTESVILLE (VA)	2	0.9 %	0.9%
CHATTANOOGA (TN)	1	0.5 %	0.5%
CHEYENNE (WY) - SCOTTSBLUF (NE)	1	0.5 %	0.5%
CHICAGO (IL)	1	0.5 %	0.5%
CHICO (CA) - REDDING (CA)	1	0.5 %	0.5%
CINCINNATI (OH)	1	0.5 %	0.5%
CLARKSBURG (WV) - WESTON (WV)	1	0.5 %	0.5%
CLEVELAND (OH) - AKRON (OH) - CANTON (OH)	1	0.5 %	0.5%
COLORADO SPRINGS (CO) - PUEBLO (CO)	1	0.5 %	0.5%
COLUMBIA (MO) - JEFFERSON CITY (MO)	1	0.5 %	0.5%
COLUMBIA (SC)	1	0.5 %	0.5%
COLUMBUS (GA)	1	0.5 %	0.5%
COLUMBUS (MS) - TUPELO (MS) - WEST POINT (MS)	1	0.5 %	0.5%
COLUMBUS (OH)	1	0.5 %	0.5%
CORPUS CHRISTI (TX)	1	0.5 %	0.5%
DALLAS (TX) - FT. WORTH (TX)	1	0.5 %	0.5%
DAVENPORT (IA) - ROCK ISLAND (IL) - MOLINE (IL)	1	0.5 %	0.5%
DAYTON (OH)	1	0.5 %	0.5%
DENVER (CO)	1	0.5 %	0.5%
DES MOINES (IA) - AMES (IA)	1	0.5 %	0.5%
DETROIT (MI)	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
DOTHAN (AL)	1	0.5 %	0.5%
DULUTH (MN) - SUPERIOR (WI)	1	0.5 %	0.5%
EL PASO (TX)	1	0.5 %	0.5%
ELMIRA (NY)	1	0.5 %	0.5%
ERIE (PA)	1	0.5 %	0.5%
EUGENE (OR)	1	0.5 %	0.5%
EUREKA (CA)	1	0.5 %	0.5%
EVANSVILLE (IN)	1	0.5 %	0.5%
FAIRBANKS (AK)	1	0.5 %	0.5%
FARGO (ND) - VALLEY CITY (ND)	1	0.5 %	0.5%
FLINT (MI) - SAGINAW (MI) - BAY CITY (MI)	1	0.5 %	0.5%
FLORENCE (SC) - MYRTLE BEACH (SC)	1	0.5 %	0.5%
FRESNO (CA) - VISALIA (CA)	1	0.5 %	0.5%
FT. MYERS (FL) - NAPLES (FL)	1	0.5 %	0.5%
FT. SMITH (AR) - FAY (AR) - SPRINGDALE (AR) - ROGERS (AR)	1	0.5 %	0.5%
FT. WAYNE (IN)	1	0.5 %	0.5%
GAINESVILLE (FL)	2	0.9 %	0.9%
GLENDIVE (MT)	1	0.5 %	0.5%
GRAND JUNCTION (CO) - MONTROSE (CO)	1	0.5 %	0.5%
GRAND RAPIDS (MI) - KALAMAZOO (MI) - BATTLE CREEK (MI)	1	0.5 %	0.5%
GREAT FALLS (MT)	1	0.5 %	0.5%
GREEN BAY (WI) - APPLETON (WI)	1	0.5 %	0.5%
GREENSBORO (NC) - HIGH POINT (NC) - WINSTON SALEM (NC)	1	0.5 %	0.5%
GREENVILLE (NC) - NEW BERN (NC) - WASHINGTON (NC)	1	0.5 %	0.5%
GREENVILLE (SC) - SPARTANBURG (SC) - ASHEVILLE (NC) - ANDERSON (SC)	1	0.5 %	0.5%
GREENWOOD (MS) - GREENVILLE (MS)	1	0.5 %	0.5%
HARLINGEN (TX) - WESLACO (TX) - BROWNSVILLE (TX) - MCALLEN (TX)	1	0.5 %	0.5%
HARRISBURG (PA) - LANCASTER (PA) - LEBANON (PA) - YORK (PA)	1	0.5 %	0.5%
HARRISONBURG (VA)	1	0.5 %	0.5%
HARTFORD (CT) - NEW HAVEN (CT)	1	0.5 %	0.5%
HATTIESBURG (MS) - LAUREL (MS)	1	0.5 %	0.5%
HELENA (MT)	1	0.5 %	0.5%
HONOLULU (HI)	1	0.5 %	0.5%
HOUSTON (TX)	1	0.5 %	0.5%
HUNTSVILLE (AL) - DECATUR (AL) - FLORENCE (AL)	1	0.5 %	0.5%
IDAHO FALLS (ID) - POCATELLO (ID)	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
INDIANAPOLIS (IN)	1	0.5 %	0.5%
JACKSON (MS)	1	0.5 %	0.5%
JACKSON (TN)	1	0.5 %	0.5%
JACKSONVILLE (FL)	1	0.5 %	0.5%
JOHNSTOWN (PA) - ALTOONA (PA)	1	0.5 %	0.5%
JONESBORO (AR)	1	0.5 %	0.5%
JOPLIN (MO) - PITTSBURG (KS)	1	0.5 %	0.5%
JUNEAU (AK)	1	0.5 %	0.5%
KANSAS CITY (MO)	1	0.5 %	0.5%
KINGSPORT (TN) - JOHNSON CITY (TN) - BRISTOL (TN)	1	0.5 %	0.5%
KNOXVILLE (TN)	2	0.9 %	0.9%
LA CROSSE (WI) - EAU CLAIRE (WI)	1	0.5 %	0.5%
LAFAYETTE (IN)	1	0.5 %	0.5%
LAFAYETTE (LA)	1	0.5 %	0.5%
LAKE CHARLES (LA)	1	0.5 %	0.5%
LANSING (MI)	1	0.5 %	0.5%
LAREDO (TX)	1	0.5 %	0.5%
LAS VEGAS (NV)	1	0.5 %	0.5%
LEXINGTON (KY)	1	0.5 %	0.5%
LIMA (OH)	1	0.5 %	0.5%
LINCOLN (NE) - HASTINGS (NE) - KEARNEY (NE)	1	0.5 %	0.5%
LITTLE ROCK (AR) - PINE BLUFF (AR)	1	0.5 %	0.5%
LOS ANGELES (CA)	1	0.5 %	0.5%
LOUISVILLE (KY)	1	0.5 %	0.5%
LUBBOCK (TX)	1	0.5 %	0.5%
MACON (GA)	1	0.5 %	0.5%
MADISON (WI)	1	0.5 %	0.5%
MANKATO (MN)	1	0.5 %	0.5%
MARQUETTE (MI)	1	0.5 %	0.5%
MEDFORD (OR) - KLAMATH FALLS (OR)	1	0.5 %	0.5%
MEMPHIS (TN)	1	0.5 %	0.5%
MERIDIAN (MS)	1	0.5 %	0.5%
MIAMI (FL) - FT. LAUDERDALE (FL)	1	0.5 %	0.5%
MILWAUKEE (WI)	1	0.5 %	0.5%
MINNEAPOLIS (MN) - ST. PAUL (MN)	1	0.5 %	0.5%
MINOT (ND) - BISMARCK (ND) - DICKINSON (ND)	1	0.5 %	0.5%
MISSOULA (MT)	1	0.5 %	0.5%
MOBILE (AL) - PENSACOLA (FL) - FT. WALTON (FL)	1	0.5 %	0.5%
MONROE (LA) - EL DORADO (AR)	1	0.5 %	0.5%
MONTEREY (CA) - SALINAS (CA)	1	0.5 %	0.5%
MONTGOMERY (AL) - SELMA (AL)	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
NASHVILLE (TN)	1	0.5 %	0.5%
NEW ORLEANS (LA)	1	0.5 %	0.5%
NEW YORK (NY)	2	0.9 %	0.9%
NORFOLK (VA) - PORTSMOUTH (VA) - NEWPORT NEWS (VA)	1	0.5 %	0.5%
NORTH PLATTE (NE)	1	0.5 %	0.5%
ODESSA (TX) - MIDLAND (TX)	1	0.5 %	0.5%
OKLAHOMA CITY (OK)	1	0.5 %	0.5%
OMAHA (NE)	1	0.5 %	0.5%
ORLANDO (FL) - DAYTONA BEACH (FL) - MELBOURNE (FL)	1	0.5 %	0.5%
OTTUMWA (IA) - KIRKSVILLE (MO)	1	0.5 %	0.5%
PADUCAH (KY) - CAPE GIRARDEAU (MO) - HARRISBURG (IL) - MT VERNON (KS)	1	0.5 %	0.5%
PALM SPRINGS (CA)	1	0.5 %	0.5%
PANAMA CITY (FL)	1	0.5 %	0.5%
PARKERSBURG (WV)	1	0.5 %	0.5%
PEORIA (IL) - BLOOMINGTON (IL)	1	0.5 %	0.5%
PHILADELPHIA (PA)	1	0.5 %	0.5%
PHOENIX (AZ)	1	0.5 %	0.5%
PITTSBURGH (PA)	1	0.5 %	0.5%
PORTLAND (ME) - AUBURN (ME)	1	0.5 %	0.5%
PORTLAND (OR)	1	0.5 %	0.5%
PRESQUE ISLE (ME)	1	0.5 %	0.5%
PROVIDENCE (RI) - NEW BEDFORD (MA)	1	0.5 %	0.5%
QUINCY (IL) - HANNIBAL (MO) - KEOKUK (IA)	2	0.9 %	0.9%
RALEIGH (NC) - DURHAM (NC) - FAYETTEVILLE (NC)	1	0.5 %	0.5%
RAPID CITY (SD)	1	0.5 %	0.5%
RENO (NV)	1	0.5 %	0.5%
RICHMOND (VA) - PETERSBURG (VA)	1	0.5 %	0.5%
ROANOKE (VA) - LYNCHBURG (VA)	1	0.5 %	0.5%
ROCHESTER (MN) - MASON CITY (IA) - AUSTIN (MN)	1	0.5 %	0.5%
ROCHESTER (NY)	1	0.5 %	0.5%
ROCKFORD (IL)	1	0.5 %	0.5%
SACRAMENTO (CA) - STOCKTON (CA) - MODESTO (CA)	1	0.5 %	0.5%
SALISBURY (MD)	1	0.5 %	0.5%
SALT LAKE CITY (UT)	1	0.5 %	0.5%
SAN ANGELO (TX)	1	0.5 %	0.5%
SAN ANTONIO (TX)	1	0.5 %	0.5%
SAN DIEGO (CA)	1	0.5 %	0.5%
SAN FRANCISCO (CA) - OAKLAND (CA) - SAN JOSE (CA)	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
SANTA BARBARA (CA) - SAN MARCOS (CA) - SAN LUIS OBISPO (CA)	1	0.5 %	0.5%
SAVANNAH (GA)	1	0.5 %	0.5%
SEATTLE (WA) - TACOMA (WA)	1	0.5 %	0.5%
SHERMAN (TX) - ADA (OK)	1	0.5 %	0.5%
SHREVEPORT (LA)	2	0.9 %	0.9%
SIOUX CITY (IA)	1	0.5 %	0.5%
SIOUX FALLS (SD) - MITCHELL (SD)	1	0.5 %	0.5%
SOUTH BEND (IN) - ELKHART (IN)	1	0.5 %	0.5%
SPOKANE (WA)	1	0.5 %	0.5%
SPRINGFIELD (MA) - HOLYOKE (MA)	1	0.5 %	0.5%
SPRINGFIELD (MO)	1	0.5 %	0.5%
ST. JOSEPH (MO)	1	0.5 %	0.5%
ST. LOUIS (MO)	1	0.5 %	0.5%
SYRACUSE (NY)	1	0.5 %	0.5%
TALLAHASSEE (FL) - THOMASVILLE (GA)	1	0.5 %	0.5%
TAMPA (FL) - ST. PETERSBURG (FL) - SARASOTA (FL)	1	0.5 %	0.5%
TERRE HAUTE (IN)	1	0.5 %	0.5%
TOLEDO (OH)	1	0.5 %	0.5%
TOPEKA (KS)	1	0.5 %	0.5%
TRAVERSE CITY (MI) - CADILLAC (MI)	1	0.5 %	0.5%
TUCSON (AZ) - SIERRA VISTA (AZ)	1	0.5 %	0.5%
TULSA (OK)	1	0.5 %	0.5%
TWIN FALLS (ID)	1	0.5 %	0.5%
TYLER (TX) - LONGVIEW (TX) - LUFKIN (TX) - NACOGDOCHES (TX)	1	0.5 %	0.5%
UTICA (NY)	1	0.5 %	0.5%
VICTORIA (TX)	1	0.5 %	0.5%
WACO (TX) - TEMPLE (TX) - BRYAN (TX)	1	0.5 %	0.5%
WASHINGTON (DC) - HAGERSTOWN (MD)	1	0.5 %	0.5%
WATERTOWN (NY)	1	0.5 %	0.5%
WAUSAU (WI) - RHINELANDER (WI)	1	0.5 %	0.5%
WEST PALM BEACH (FL) - FT. PIERCE (FL)	1	0.5 %	0.5%
WHEELING (WV) - STEUBENVILLE (OH)	1	0.5 %	0.5%
WICHITA (KS) - HUTCHINSON (KS)	1	0.5 %	0.5%
WICHITA FALLS (TX) - LAWTON (OK)	1	0.5 %	0.5%
WILKES BARRE (PA) - SCRANTON (PA)	1	0.5 %	0.5%
WILMINGTON (NC)	1	0.5 %	0.5%
YAKIMA (WA) - PASCO (WA) - RICHLAND (WA) - KENNEWICK (WA)	1	0.5 %	0.5%
YOUNGSTOWN (OH)	1	0.5 %	0.5%
YUMA (AZ) - EL CENTRO (CA)	1	0.5 %	0.5%

Value	Frequency	%	Valid %
ZANESVILLE (OH)	1	0.5 %	0.5%

Valid	Invalid	Min	Max	Mean	Median	Stdev
218	0	N/A	N/A	N/A	N/A	N/A

TVYEAR **year TV introduced to DMA**

Location: 73-76 (width: 4; decimal: 0)
Variable Type: numeric (ISO)
Interval: discrete

Value	Frequency	%	Valid %
1946	7	3.2 %	3.2%
1947	2	0.9 %	0.9%
1948	11	5.0 %	5.0%
1949	26	11.9 %	11.9%
1950	14	6.4 %	6.4%
1951	1	0.5 %	0.5%
1952	1	0.5 %	0.5%
1953	71	32.6 %	32.6%
1954	44	20.2 %	20.2%
1955	14	6.4 %	6.4%
1956	7	3.2 %	3.2%
1957	2	0.9 %	0.9%
1958	2	0.9 %	0.9%
1959	1	0.5 %	0.5%
1960	15	6.9 %	6.9%

Valid	Invalid	Min	Max	Mean	Median	Stdev
218	0	1946.00	1960.00	1952.80	1953.00	3.22

STATION **TV station call letters**

Location: 77-90 (width: 14; decimal: 0)
Variable Type: character (ISO)
Interval: discrete

Value	Frequency	%	Valid %
KAIT-TV	1	0.5 %	0.5%
KALB-TV	1	0.5 %	0.5%
KANG-TV	1	0.5 %	0.5%
KBAK-TV	1	0.5 %	0.5%
KBES-TV	1	0.5 %	0.5%
KBLL-TV	1	0.5 %	0.5%
KCCC-TV	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
KCJB-TV	1	0.5 %	0.5%
KCMC-TV	1	0.5 %	0.5%
KCPX-TV	1	0.5 %	0.5%
KCTV	1	0.5 %	0.5%
KDKA-TV	1	0.5 %	0.5%
KELO-TV	1	0.5 %	0.5%
KETX	1	0.5 %	0.5%
KEYC-TV	1	0.5 %	0.5%
KFAZ	1	0.5 %	0.5%
KFBB-TV	1	0.5 %	0.5%
KFBC-TV	1	0.5 %	0.5%
KFDM-TV	1	0.5 %	0.5%
KFEQ-TV	1	0.5 %	0.5%
KFIA	1	0.5 %	0.5%
KFMB-TV	1	0.5 %	0.5%
KFSA-TV	1	0.5 %	0.5%
KGBT	1	0.5 %	0.5%
KGMB-TV	1	0.5 %	0.5%
KGNC-TV	1	0.5 %	0.5%
KGNS-TV	1	0.5 %	0.5%
KGVO-TV	1	0.5 %	0.5%
KHQ-TV	1	0.5 %	0.5%
KHQA-TV	1	0.5 %	0.5%
KHSL-TV	1	0.5 %	0.5%
KID-TV	1	0.5 %	0.5%
KIEM-TV	1	0.5 %	0.5%
KIMA-TV	1	0.5 %	0.5%
KING-TV	1	0.5 %	0.5%
KINY-TV	1	0.5 %	0.5%
KIVA	1	0.5 %	0.5%
KLAS-TV	1	0.5 %	0.5%
KLFY-TV	1	0.5 %	0.5%
KMBY-TV	1	0.5 %	0.5%
KMID-TV	1	0.5 %	0.5%
KMJ-TV	1	0.5 %	0.5%
KMVT	1	0.5 %	0.5%
KNOP-TV	1	0.5 %	0.5%
KNXT	1	0.5 %	0.5%
KOAB-TV	1	0.5 %	0.5%
KOAM-TV	1	0.5 %	0.5%
KOB-TV	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
KOLD-TV	1	0.5 %	0.5%
KOLN-TV	1	0.5 %	0.5%
KOLO-TV	1	0.5 %	0.5%
KOMU-TV	1	0.5 %	0.5%
KOOK-TV	1	0.5 %	0.5%
KOTA-TV	1	0.5 %	0.5%
KOTV	1	0.5 %	0.5%
KPHO-TV	1	0.5 %	0.5%
KPIX	1	0.5 %	0.5%
KPLM-TV	1	0.5 %	0.5%
KPRC-TV	1	0.5 %	0.5%
KPTV	1	0.5 %	0.5%
KRBC-TV	1	0.5 %	0.5%
KRDO-TV	1	0.5 %	0.5%
KREX-TV	1	0.5 %	0.5%
KRIS-TV	1	0.5 %	0.5%
KROC-TV	1	0.5 %	0.5%
KROD-TV	1	0.5 %	0.5%
KRTV	1	0.5 %	0.5%
KSD-TV	1	0.5 %	0.5%
KSTP-TV	1	0.5 %	0.5%
KSYD-TV	1	0.5 %	0.5%
KTAG-TV	1	0.5 %	0.5%
KTAL-TV	1	0.5 %	0.5%
KTBC-TV	1	0.5 %	0.5%
KTEN	1	0.5 %	0.5%
KTTS-TV	1	0.5 %	0.5%
KTVB	1	0.5 %	0.5%
KTVF	1	0.5 %	0.5%
KTVH	1	0.5 %	0.5%
KTVO	1	0.5 %	0.5%
KTVR	1	0.5 %	0.5%
KTWO-TV	1	0.5 %	0.5%
KVAL-TV	1	0.5 %	0.5%
KVEC-TV	1	0.5 %	0.5%
KVTV	1	0.5 %	0.5%
KWWL-TV	1	0.5 %	0.5%
KXGN-TV	1	0.5 %	0.5%
KXIX	1	0.5 %	0.5%
KXLF-TV	1	0.5 %	0.5%
WABG-TV	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
WABI-TV	1	0.5 %	0.5%
WAFB-TV	1	0.5 %	0.5%
WAGM-TV	1	0.5 %	0.5%
WALB-TV	1	0.5 %	0.5%
WAPI-TV	1	0.5 %	0.5%
WATE-TV	1	0.5 %	0.5%
WAVE-TV	1	0.5 %	0.5%
WBAP-TV	1	0.5 %	0.5%
WBAY-TV	1	0.5 %	0.5%
WBBJ-TV	1	0.5 %	0.5%
WBEN-TV	1	0.5 %	0.5%
WBKB	1	0.5 %	0.5%
WBKB-TV	2	0.9 %	0.9%
WBOC-TV	1	0.5 %	0.5%
WBRC-TV	1	0.5 %	0.5%
WBRE-TV	1	0.5 %	0.5%
WBTV	1	0.5 %	0.5%
WBTW	1	0.5 %	0.5%
WBZ-TV	1	0.5 %	0.5%
WCAX-TV	1	0.5 %	0.5%
WCBD-TV	1	0.5 %	0.5%
WCBI-TV	1	0.5 %	0.5%
WCBS-TV	1	0.5 %	0.5%
WCJG	2	0.9 %	0.9%
WCNY-TV	1	0.5 %	0.5%
WCOS-TV	1	0.5 %	0.5%
WCOV-TV	1	0.5 %	0.5%
WCSC-TV	1	0.5 %	0.5%
WCTV	1	0.5 %	0.5%
WDAF-TV	1	0.5 %	0.5%
WDAM-TV	1	0.5 %	0.5%
WDAY-TV	1	0.5 %	0.5%
WDBO-TV	1	0.5 %	0.5%
WDSU-TV	1	0.5 %	0.5%
WEAU-TV	1	0.5 %	0.5%
WECT	1	0.5 %	0.5%
WEEK-TV	1	0.5 %	0.5%
WEHT	1	0.5 %	0.5%
WETV	1	0.5 %	0.5%
WEWS	1	0.5 %	0.5%
WFAM-TV	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
WFBM-TV	1	0.5 %	0.5%
WFMY-TV	1	0.5 %	0.5%
WFTV	1	0.5 %	0.5%
WGAL-TV	1	0.5 %	0.5%
WGEM-TV	1	0.5 %	0.5%
WHEN-TV	1	0.5 %	0.5%
WHIO-TV	1	0.5 %	0.5%
WHIZ-TV	1	0.5 %	0.5%
WIBW-TV	1	0.5 %	0.5%
WICU-TV	1	0.5 %	0.5%
WILX-TV	1	0.5 %	0.5%
WIMA-TV	1	0.5 %	0.5%
WINK-TV	1	0.5 %	0.5%
WIRK-TV	1	0.5 %	0.5%
WISE-TV	1	0.5 %	0.5%
WJAC-TV	1	0.5 %	0.5%
WJAR-TV	1	0.5 %	0.5%
WJBF	1	0.5 %	0.5%
WJHG-TV	1	0.5 %	0.5%
WJHL-TV	1	0.5 %	0.5%
WJPB-TV	1	0.5 %	0.5%
WJXT	1	0.5 %	0.5%
WKAB-TV	1	0.5 %	0.5%
WKBN-TV	1	0.5 %	0.5%
WKJG-TV	1	0.5 %	0.5%
WKNX-TV	1	0.5 %	0.5%
WKOW-TV	1	0.5 %	0.5%
WKTV	1	0.5 %	0.5%
WKY-TV	1	0.5 %	0.5%
WLBT	1	0.5 %	0.5%
WLEX-TV	1	0.5 %	0.5%
WLOX-TV	1	0.5 %	0.5%
WLTV	1	0.5 %	0.5%
WLUC-TV	1	0.5 %	0.5%
WLWC	1	0.5 %	0.5%
WLWT	1	0.5 %	0.5%
WMAR-TV	1	0.5 %	0.5%
WMCT	1	0.5 %	0.5%
WMSL-TV	1	0.5 %	0.5%
WNAO-TV	1	0.5 %	0.5%
WNBC-TV	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
WNBF-TV	1	0.5 %	0.5%
WNCT	1	0.5 %	0.5%
WNHC-TV	1	0.5 %	0.5%
WOAI-TV	1	0.5 %	0.5%
WOAY-TV	1	0.5 %	0.5%
WOC-TV	1	0.5 %	0.5%
WOI-TV	1	0.5 %	0.5%
WOOD-TV	1	0.5 %	0.5%
WOW-TV	1	0.5 %	0.5%
WPCA-TV	1	0.5 %	0.5%
WPMT	1	0.5 %	0.5%
WRGB	1	0.5 %	0.5%
WROC-TV	1	0.5 %	0.5%
WSAU-TV	1	0.5 %	0.5%
WSAZ-TV	1	0.5 %	0.5%
WSB-TV	1	0.5 %	0.5%
WSBT-TV	1	0.5 %	0.5%
WSIL	1	0.5 %	0.5%
WSLS-TV	1	0.5 %	0.5%
WSM-TV	1	0.5 %	0.5%
WSPD-TV	1	0.5 %	0.5%
WSUN-TV	1	0.5 %	0.5%
WSVA-TV	1	0.5 %	0.5%
WTAP-TV	1	0.5 %	0.5%
WTAR-TV	1	0.5 %	0.5%
WTHI-TV	1	0.5 %	0.5%
WTMJ-TV	1	0.5 %	0.5%
WTOC-TV	1	0.5 %	0.5%
WTOK-TV	1	0.5 %	0.5%
WTRF-TV	1	0.5 %	0.5%
WTTG	1	0.5 %	0.5%
WTVC	1	0.5 %	0.5%
WTVE	1	0.5 %	0.5%
WTVJ	1	0.5 %	0.5%
WTVK	1	0.5 %	0.5%
WTVM	1	0.5 %	0.5%
WTVO	1	0.5 %	0.5%
WTVP	1	0.5 %	0.5%
WTVR	1	0.5 %	0.5%
WTVY	1	0.5 %	0.5%
WVIR-TV	2	0.9 %	0.9%

Value	*Frequency*	*%*	*Valid %*
WWJ-TV	1	0.5 %	0.5%
WWLP	1	0.5 %	0.5%
WWTV	1	0.5 %	0.5%

Valid	*Invalid*	*Min*	*Max*	*Mean*	*Median*	*Stdev*
218	0	N/A	N/A	N/A	N/A	N/A

DATE **date TV station began broadcasting**

Location: 91-101 (width: 11; decimal: 0)

Variable Type: character (ISO)

Interval: discrete

Value	*Frequency*	*%*	*Valid %*
01-Aug-1939	1	0.5 %	0.5%
01-Dec-1948	1	0.5 %	0.5%
01-Dec-1949	2	0.9 %	0.9%
01-Dec-1952	1	0.5 %	0.5%
01-Dec-1953	1	0.5 %	0.5%
01-Jan-1949	1	0.5 %	0.5%
01-Jan-1953	1	0.5 %	0.5%
01-Jan-1958	1	0.5 %	0.5%
01-Jul-1941	2	0.9 %	0.9%
01-Jul-1948	1	0.5 %	0.5%
01-Jul-1949	2	0.9 %	0.9%
01-Jul-1954	2	0.9 %	0.9%
01-Jun-1953	3	1.4 %	1.4%
01-Mar-1953	1	0.5 %	0.5%
01-May-1945	1	0.5 %	0.5%
01-May-1950	1	0.5 %	0.5%
01-Nov-1957	1	0.5 %	0.5%
01-Oct-1953	2	0.9 %	0.9%
01-Oct-1969	1	0.5 %	0.5%
01-Sep-1941	1	0.5 %	0.5%
02-Apr-1950	1	0.5 %	0.5%
02-Nov-1953	1	0.5 %	0.5%
03-Dec-1947	1	0.5 %	0.5%
03-Dec-1954	1	0.5 %	0.5%
03-Feb-1955	1	0.5 %	0.5%
03-Jun-1955	1	0.5 %	0.5%
03-Jun-1962	1	0.5 %	0.5%
03-Sep-1954	1	0.5 %	0.5%
04-Apr-1949	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
04-Apr-1953	1	0.5 %	0.5%
04-Dec-1949	1	0.5 %	0.5%
04-Jul-1954	1	0.5 %	0.5%
04-Mar-1947	1	0.5 %	0.5%
05-Apr-1953	2	0.9 %	0.9%
05-Dec-1953	1	0.5 %	0.5%
05-Jan-1956	1	0.5 %	0.5%
05-Jul-1953	1	0.5 %	0.5%
05-Oct-1960	1	0.5 %	0.5%
05-Oct-1968	1	0.5 %	0.5%
06-Dec-1953	1	0.5 %	0.5%
06-Jul-1953	1	0.5 %	0.5%
06-Jun-1949	1	0.5 %	0.5%
06-Mar-1954	1	0.5 %	0.5%
06-Mar-1955	1	0.5 %	0.5%
06-Nov-1939	1	0.5 %	0.5%
06-Oct-1953	1	0.5 %	0.5%
07-Apr-1954	1	0.5 %	0.5%
07-Apr-1971	2	0.9 %	0.9%
07-Dec-1952	1	0.5 %	0.5%
08-Feb-1947	1	0.5 %	0.5%
08-Jul-1953	1	0.5 %	0.5%
08-Jun-1956	1	0.5 %	0.5%
08-Mar-1957	1	0.5 %	0.5%
08-May-1953	1	0.5 %	0.5%
08-Nov-1953	1	0.5 %	0.5%
08-Oct-1953	1	0.5 %	0.5%
09-Apr-1954	1	0.5 %	0.5%
09-Feb-1948	1	0.5 %	0.5%
09-Jun-1948	1	0.5 %	0.5%
09-Nov-1953	1	0.5 %	0.5%
09-Oct-1953	2	0.9 %	0.9%
10-Feb-1953	1	0.5 %	0.5%
10-Jul-1949	1	0.5 %	0.5%
10-Jul-1953	1	0.5 %	0.5%
11-Aug-1953	1	0.5 %	0.5%
11-Dec-1948	1	0.5 %	0.5%
11-Dec-1949	1	0.5 %	0.5%
11-Dec-1952	1	0.5 %	0.5%
11-Dec-1953	1	0.5 %	0.5%
11-Jan-1949	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
11-Jan-1953	1	0.5 %	0.5%
11-Jun-1949	1	0.5 %	0.5%
11-Mar-1953	1	0.5 %	0.5%
11-Mar-1973	2	0.9 %	0.9%
11-Sep-1953	1	0.5 %	0.5%
12-Aug-1953	1	0.5 %	0.5%
12-Feb-1955	1	0.5 %	0.5%
12-Jul-1953	1	0.5 %	0.5%
12-May-1953	1	0.5 %	0.5%
13-Jan-1953	1	0.5 %	0.5%
13-Jul-1956	1	0.5 %	0.5%
13-May-1953	1	0.5 %	0.5%
13-Nov-1952	1	0.5 %	0.5%
13-Oct-1956	1	0.5 %	0.5%
13-Sep-1953	1	0.5 %	0.5%
14-Aug-1953	1	0.5 %	0.5%
14-Dec-1952	1	0.5 %	0.5%
14-Feb-1954	1	0.5 %	0.5%
14-Jul-1953	2	0.9 %	0.9%
14-Mar-1953	1	0.5 %	0.5%
14-May-1948	1	0.5 %	0.5%
15-Apr-1948	1	0.5 %	0.5%
15-Apr-1954	1	0.5 %	0.5%
15-Aug-1949	1	0.5 %	0.5%
15-Dec-1958	1	0.5 %	0.5%
15-Jul-1949	1	0.5 %	0.5%
15-Jul-1954	1	0.5 %	0.5%
15-Jul-1963	1	0.5 %	0.5%
15-Jun-1948	1	0.5 %	0.5%
15-Jun-1953	1	0.5 %	0.5%
15-Mar-1949	1	0.5 %	0.5%
15-Mar-1955	1	0.5 %	0.5%
15-May-1953	2	0.9 %	0.9%
15-Nov-1949	1	0.5 %	0.5%
15-Nov-1953	1	0.5 %	0.5%
15-Oct-1962	1	0.5 %	0.5%
15-Sep-1949	1	0.5 %	0.5%
15-Sep-1955	1	0.5 %	0.5%
16-Aug-1953	3	1.4 %	1.4%
16-Jun-1953	1	0.5 %	0.5%
16-May-1949	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
16-Oct-1949	2	0.9 %	0.9%
16-Oct-1953	1	0.5 %	0.5%
17-Apr-1953	1	0.5 %	0.5%
17-Aug-1953	1	0.5 %	0.5%
17-Dec-1947	1	0.5 %	0.5%
17-Dec-1953	2	0.9 %	0.9%
17-Mar-1953	2	0.9 %	0.9%
17-Mar-1954	1	0.5 %	0.5%
17-Oct-1953	1	0.5 %	0.5%
17-Sep-1953	1	0.5 %	0.5%
18-Dec-1948	1	0.5 %	0.5%
18-Dec-1953	1	0.5 %	0.5%
18-Jul-1952	1	0.5 %	0.5%
18-Mar-1949	1	0.5 %	0.5%
18-Oct-1954	1	0.5 %	0.5%
19-Apr-1953	1	0.5 %	0.5%
19-Feb-1956	1	0.5 %	0.5%
19-Jul-1953	1	0.5 %	0.5%
20-Aug-1953	1	0.5 %	0.5%
20-Dec-1952	1	0.5 %	0.5%
20-Dec-1953	2	0.9 %	0.9%
20-Oct-1959	1	0.5 %	0.5%
20-Sep-1952	1	0.5 %	0.5%
21-Dec-1952	1	0.5 %	0.5%
21-Feb-1950	1	0.5 %	0.5%
21-Jul-1948	1	0.5 %	0.5%
21-Mar-1949	1	0.5 %	0.5%
21-Mar-1954	1	0.5 %	0.5%
21-Nov-1953	1	0.5 %	0.5%
21-Nov-1959	1	0.5 %	0.5%
22-Dec-1953	1	0.5 %	0.5%
22-Jul-1954	1	0.5 %	0.5%
22-Jun-1953	1	0.5 %	0.5%
22-Mar-1954	1	0.5 %	0.5%
22-May-1954	1	0.5 %	0.5%
22-Oct-1949	1	0.5 %	0.5%
22-Oct-1954	1	0.5 %	0.5%
22-Sep-1949	1	0.5 %	0.5%
22-Sep-1953	1	0.5 %	0.5%
22-Sep-1975	2	0.9 %	0.9%
23-Apr-1948	1	0.5 %	0.5%

Value	*Frequency*	*%*	*Valid %*
23-Dec-1931	1	0.5 %	0.5%
23-Feb-1949	1	0.5 %	0.5%
23-Mar-1956	1	0.5 %	0.5%
23-Oct-1953	1	0.5 %	0.5%
24-Aug-1953	2	0.9 %	0.9%
24-Feb-1970	1	0.5 %	0.5%
24-Nov-1948	1	0.5 %	0.5%
24-Oct-1954	1	0.5 %	0.5%
25-Apr-1953	1	0.5 %	0.5%
25-Apr-1955	1	0.5 %	0.5%
25-Aug-1953	1	0.5 %	0.5%
25-Dec-1948	1	0.5 %	0.5%
25-Jan-1953	2	0.9 %	0.9%
25-May-1956	1	0.5 %	0.5%
25-Nov-1948	1	0.5 %	0.5%
25-Sep-1953	1	0.5 %	0.5%
26-Jun-1953	1	0.5 %	0.5%
26-Oct-1953	1	0.5 %	0.5%
26-Sep-1953	1	0.5 %	0.5%
27-Aug-1953	3	1.4 %	1.4%
27-Nov-1952	1	0.5 %	0.5%
28-Apr-1954	1	0.5 %	0.5%
29-Apr-1953	1	0.5 %	0.5%
29-Aug-1949	1	0.5 %	0.5%
29-Dec-1952	1	0.5 %	0.5%
29-Jan-1953	1	0.5 %	0.5%
29-Mar-1953	1	0.5 %	0.5%
29-May-1955	1	0.5 %	0.5%
29-Nov-1948	1	0.5 %	0.5%
29-Sep-1948	2	0.9 %	0.9%
29-Sep-1954	1	0.5 %	0.5%
30-Jun-1953	1	0.5 %	0.5%
30-Mar-1953	1	0.5 %	0.5%
30-May-1949	1	0.5 %	0.5%
30-May-1955	1	0.5 %	0.5%
30-Oct-1947	1	0.5 %	0.5%
30-Sep-1950	1	0.5 %	0.5%
30-Sep-1953	1	0.5 %	0.5%
31-Aug-1953	1	0.5 %	0.5%
31-May-1953	1	0.5 %	0.5%
31-Oct-1949	1	0.5 %	0.5%

Valid	*Invalid*	*Min*	*Max*	*Mean*	*Median*	*Stdev*
218	0	N/A	N/A	N/A	N/A	N/A

INTRODUCTION OF TV TO US MEDIA MARKET, 1946 - 1960

INTRODUCTION OF TV TO US MEDIA MARKET, 1946 - 1960

Principal Investigators:
Matthew Gentzkow, University of Chicago
Jesse Shapiro, University of Chicago

Date: September 2007

DESCRIPTION OF DATAFILES:
This study catalogs the introduction of television to media markets in the US. The file titled "TV station diffusion by DMA, 1946 - 1960" lists the name and the start date of the first commercial TV station in each Nielsen media market (DMA) in the United States. This dataset uses the 2002/2003 definitions of Nielsen media markets. The file titled "TV set household diffusion by county, 1950 - 1960" lists by county the number of households that own TV sets for the years 1950 and 1953 - 1960. The file titled "Crosswalk - county to DMA" matches each county to its respective DMA(s).

DATAFILE 1: TV station diffusion by DMA, 1946 - 1960

DATA SOURCE: This file compiles the entry data of the first commercial TV station that appears in each DMA from the 1960, 1970, and 1954 TV Factbooks and from the 2001 Broadcasting & Cable Yearbook. In each source, the commercial TV station with the earliest start date was identified. In the order as the raw data sources appear above, the earliest commercial TV station was identified from the first raw data source that reported a commercial TV station for a specific DMA. An exception was made for four DMAs where an experimental TV station preceded and became a commercial TV station. All DMAs with tvyear values earlier than 1946 are reported as 1946 and all DMAs with tvyear values later than 1960 are reported as 1960 in this datafile.

UNIT OF ANALYSIS: DMA (i.e., Direct Marketing Area)

DICTIONARY

variable	Description
dmaindex	2002/2003 Nielsen Media Resarch DMA rank by the number of TV owning households (this variable is used as a unique identifier)
dma	2002/2003 Nielsen Media Research DMA (i.e., Direct Marketing Area) name, using the full city names and the corresponding state postal codes
tvyear	the first year when commercial TV station(s) were broadcasting for the sum equivalent of at least 3 (full) months
station	the call-letters of the first commercial TV station
date	the start date of the first commercial TV station

MISSING DATA
A blank in the call letter field and a '.' in the date field signifies missing data.

DATAFILE 2: TV set diffusion by US county, 1950 and 1953 - 1960

DATA SOURCE: This file compiles the total number of households and the number of TV owning households per county reported by the 1950 Census, 1954 TV Magazine, and the 1953 & 1955-1959 TV Factbooks, and the 1962 County Databook from the US Census. The FIPS codes are from ICPSR 2896, DS0082 1998 USA Counties Part A.

UNIT OF ANALYSIS: county

DICTIONARY

variable	Description
state	US postal code of US state
county	name of US county
statefp	US Census 1990 FIPS code for state
cntyfp	US Census 1990 FIPS code for county
year	calendar year when tvhh and totalhh is observed
tvhh	the number of households that own TV sets in a specific county
totalhh	the total number of households in a specific county
source	data source for the tvhh value

MISSING DATA
A '.' in the tvhh and totalhh field signifies missing data.

NOTE
While in most cases the tvhh and totalhh variables are directly reported by the raw data sources, this variable was calculated in some cases. In 1953, this variable is an average of the data reported by the NBC and CBS versions of the 1953 TV Factbook. In 1954, it is extrapolated from cases where data was reported for only a share of a country. In 1960, the 1962 County Databook reports what percent of households in a county have TVs. The tvhh variable is extrapolated by applying this percent to the reported number of households in that county.

DATAFILE 3: TV Crosswalk - county to DMA

DATA SOURCE: This datafile was compiled from The FIPS codes are from ICPSR 2896, DS0082 1998 USA Counties Part A and *2002/2003 County DMA*, a file provided by Nielsen Media Research. The later file ranks DMA by the number of households in each DMA that own a TV.

UNIT OF ANALYSIS: county

DICTIONARY

variable	description
state	US postal code of US state

county	name of US county
statefp	US Census 1990 FIPS code for state
cntyfp	US Census 1990 FIPS code for county
cntytvhh	# of TV owning households in a specific county in 2002/2003 reported by Nielsen Media Research
dmaindex	2002/2003 Nielsen Media Research rank of the DMA that contains the county
dma	2002/2003 Nielsen Media Research name of the DMA that contains the county
dmaindex2	2002/2003 DMA rank of the second DMA that contains the county (i.e., if a county is split between two DMAs)
dma2	2002/2003 DMA name of the second DMA that contains the county (i.e., if a county is split between two DMAs)

NO MISSING DATA
If dmaindex2 reports "." or if dma2 reports "", then the county is entirely within one DMA.

NOTE: These files might be slightly different from the files used in Gentzkow (2006) and in Gentzkow and Shapiro (2008) because small discrepancies in the data compilation process were corrected in the creation of these archive datasets.

BIBLIOGRAPHY OF RELATED LITERATURE

Gentzkow, Matthew and Shapiro, Jesse. Preschool Television Viewing and Adolescent Test Scores Historical Evidence from the Coleman Study. *Quarterly Journal of Economics*. Forthcoming.

Gentzkow, Matthew. Television and Voter Turnout. *Quarterly Journal of Economics*. CXXI (3). August 2006.